



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

TORRANCE CITY MANAGER'S OFFICE ASSEMBLY ROOM

**3031 TORRANCE BOULEVARD, 3RD FLOOR
TORRANCE, CALIFORNIA 90503**

**Monday, January 24, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

- A. Report for Executive Committee
- B. Visit TUSD School Board 2/7/11
- C. Report to City Council 2/8/11
- D. Update on communication with Michael Wilson
- E. Time capsule ideas
- F. Full committee work

7. FULL COMMITTEE WORK

- A. For approval
 - 1) Minutes from November 29, 2010 meeting
 - 2) Event list
 - a. 11/6/11 Light show and photo
 - b. 11/24/11 Turkey Trot Fun Run
 - c. 12/31/11 TCAF New Year's Eve to Die For
 - d. 1/1/12 Torrance Centennial 10K/5K Run, Walk, Dash
 - e. 1/1/12 Rose Float – Tournament of Roses Parade
 - f. 2/12/12 Valentine Tea and Centennial Fashion Show
 - g. 4/7/12 Easter Egg Hunt
 - h. 4/12/12 One City/One Book "Unbroken" by Laura Hillenbrand
 - i. 4/14/12 Torrance Special Needs Sports & Special Olympics
 - j. 4/21/12 Thanks for the Memory – Torrance Civic Chorale
 - k. 4/28/12 Relay for Life
 - l. 5/6/12 Art in the Park – A Centennial Celebration
 - m. 5/28/12 Veterans' Memorial Wall Rededication
 - n. 6/9/12 City Yard Open House and Car Show

- o. 6/9/12 Original Rotary Downtown Sounds
- p. 6/22/12 TCAF Gala & Centennial Celebration
- q. 6/24/12 Amateur Radio Field Day
- r. 7/19/12 Rock Around a Century; JS Torrance Birthday
- s. 7/27, 28, 29/12 International Surf Festival
- t. 9/15/12 Employee Variety Show – The Centennial Edition
- u. 10/6, 7/12 THS Home Tour
- v. 10/27/12 Harvest Festival
- 3) Pop-up exhibit booth purchase
- B. *Torrance Magazine* “Torrance is Turning 100” by Kristin Jane Matsuda

8. SUB-COMMITTEE WORK

A. Events

- 1) Vote on new application (only one that I am aware of)
- 2) Details of Light Show
 - a. Photographer
 - b. Flashlight specs
 - c. Minimum age of participants (Melanie was going to talk to City Attorney about requirements, releases, etc.)
 - d. ADA accessibility
 - e. Porta-Potties?
 - f. Parking
 - g. Insurance
 - h. Clean-up
 - i. Security
 - j. City fees
 - k. Budget
- 3) Action items for Events Committee members
- 4) What we need from other committees

B. Media/PR/Outreach

- 1) Preview Centennial website (Gesuina Paras)
- 2) Brochure
- 3) *Torrance Magazine* article for April
- 4) City Award
- 5) Press releases
- 6. Facebook and Twitter

C. Marketing

- 1) Finalize list of promotional and marketing items
- 2) Get update from Terri on costs and lead time for T-shirts for the kick-off event in November
- 3) Get status update from Gene on storage options and decide on locations
- 4) Get update from Mary on recommendations for street banners
- 5) Brainstorm on resources for supporting online Centennial purchases and make recommendations
- 6) Work with the PR committee; start planning process for creating the Centennial brochure

D. Fundraising

- 1) Report on the 1/12/11 Executive’s meeting (JS)
- 2) Sponsors:
 - a. Update (CS, JG)
 - b. Plan “Tier II” (All)
- 3) Bricks/time-capsule/sculpture (JS)
- 4) Ideas for time-capsule contents (All)
- 5) Booth
 - a. Update (JS)
 - b. Ideas (All)

E. Finance

- 1) Discuss with all subcommittees their budgets. Deadline is by 2/28/11 meeting
- 2) Discuss possible PayPal account issues
- 3) Discuss what tasks each member will be doing in the next six months until first event in October 2011

ORALS

- A. Comments from Committee Members
- B. Announcements/Updates

ADJOURNMENT

- A. Next meeting:
 - Wednesday, February 16, 2011 Executive Committee at 6:00 p.m.
 - Monday, February 28, 2011 at 7 p.m.(Full *and* Sub-Committees)